

Business Type: Mining Business

Business Objective: Increase Web Traffic

Funnel: Search Engine → Click on best results → Read Blog → Email Sign up

WINNER'S WRITING PROCESS

Who am I talking to?

- Men in their 40s-50s with 20+ years of experience in the mining sector.
- Earn over \$100k and serve as strategic developers or board members in mining, tech, healthcare, and aerospace.
- Strong belief in ESG practices and interest in sustainable operations.
- Focused on mineral exploration due to current commodity shortages.
- Typically born in first-world countries (e.g., USA, Canada, UK) and are university graduates.

Where are they now?

Current State:

- Highly aware of the role of commodities like gold as a hedge against economic uncertainty.
- Frustrated with slow progress in sustainability and greenwashing by major mining companies like BHP and Rio Tinto.
- See untapped opportunities in value-added production and battery materials, crucial for EVs.
- Believe in shifting focus to domestic manufacturing and refining within Australia for economic and environmental gains.

Dream State:

- Want major mining companies to embrace sustainable practices aligned with global climate goals.
- Desire investment in EV battery materials and other green technologies.
- Hope for stronger domestic production capabilities to support long-term economic growth.
- Seek credible and measurable climate action plans that include emissions reductions and decarbonization.

Roadblocks:

- Slow adoption of green technologies by major mining companies.
- Greenwashing and lack of transparency in sustainability efforts.
- Insufficient investment in infrastructure, especially in refining and battery materials.
- Weak regulatory frameworks that do not fully enforce economy-wide emissions reductions.

Solution:

- Push for aggressive investment in green technologies and renewable energy by mining companies.
- Adoption of science-based targets and transparent decarbonization plans.
- Encourage agile, startup-like approaches for faster adaptation to market shifts.
- Extend regulatory mechanisms like the Safeguard Mechanism to ensure broader emissions control.

Product:

- Sustainable investment opportunities that align with ethical and financial goals.
- Interest in gold as a stable store of value, but with a focus on ethical sourcing.
- High demand for critical minerals like nickel and lithium for the EV industry.
- Preference for mining practices that adhere to strict ESG standards.

What do I want them to do?

- Recognize Earthstone Mining as a leader in sustainable and ethical mining practices.
- Trust in Earthstone's long-term financial growth and potential in the critical minerals market.
- Align their investments with Earthstone to balance financial returns and sustainability goals.
- Commit to investing in Earthstone Mining through direct equity, partnerships, or supply contracts.
- Engage with Earthstone's vision for sustainable mining and attend related events and presentations.

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

What They Need to SEE:

- Data-backed proof of Earthstone's commitment to ESG principles and sustainability.
- Clear market insights showing Earthstone's position in the critical minerals market.
- Transparency through third-party certifications and credible emissions targets.
- Strong leadership showcasing Earthstone's vision for sustainable growth.

What They Need to FEEL:

- Confidence that investing in Earthstone will yield financial and environmental returns.
- Excitement about being part of innovative and sustainable mining projects.
- A sense of alignment with Earthstone's values and mission for a greener future.
- Urgency to act on investment opportunities due to rising demand for critical minerals.

What They Need to **EXPERIENCE**:

- **Searches Engine:** Searches for the reasons why minerals are decreasing
- Looks at credible resource based on top 5 on his screen
- **Clicks on attractive:** compelling title and description on google
- Reads the blog (content)
- First gets connected on the same level of why resources are decreasing
- **Reads why:** they are
- Ask himself how would this be
- Asks himself top best mining companies that are giving him issues on his returns
- **Sees opportunity:** with earthstone or seems interested
- Signs up for email newsletter
- **Email news sequence triggered**

They need to **experience** that the blog is talking about their specific situation (inclusive).

They need to **feel (believe)** that Earthstone Mining is an opportunity to invest for potential or at least get interested on the sideline (Email Newsletter).

They need to **see** that the numbers for demands don't lie and have many opportunities with us based on returns.

Why Mining Investors Are Missing Out on Returns Despite the Huge Demand for Critical Minerals

As the global race for sustainable energy intensifies, demand for high-purity minerals like gold, tantalum, and columbite has skyrocketed, yet many investors are facing **disappointing returns**.

In 2023, top 40 mining companies saw **revenues fall by 7%, EBITDA drop by 26%, and net profits decline by 44%**. Why? Despite increasing demand, **short-term supply gluts, rising production costs, and geopolitical risks** have undercut profitability, leaving investors with lower-than-expected returns even as they invest in critical resources

Bruce Bennett, CEO of Earthstone Mining, emphasizes the company's unique position in the market:

"Our focus on high-quality, ethically sourced minerals keeps us ahead as demand surges and supply tightens. We deliver better lasting value, ensuring your investment works for growth and sustainability."

Earthstone Mining is not just another player in the critical minerals space. We are leading a movement. By leveraging cutting-edge ESG practices and transparent sustainability efforts, we're turning each dollar into a resilient, high-growth asset.

The Critical Minerals Investors Need, But Aren't Getting Enough Of

The minerals needed to power the future—gold, tantalum, and columbite—are in short supply, despite the escalating demand. **Investors are aware of the increasing role these materials play in emerging markets, but they continue to see underwhelming results due to inefficient mining practices.**

Here's why this is happening:

- **Gold:** Beyond being a financial safe haven, gold is crucial for advanced electronics and medical devices. However, **many mining companies fail to meet the demand** from growing tech sectors, **missing key opportunities** in markets driven by AI, healthcare, and renewable technologies.
- **Tantalum:** Essential for **electric vehicles (EVs), aerospace**, and the **medical field**, tantalum plays a vital role in manufacturing capacitors, surgical implants, and other high-performance applications. Despite its rising demand, **many companies lack the infrastructure and advanced extraction methods** needed to supply this critical material efficiently.
- **Columbite:** Critical for **aerospace** and **wind energy**, columbite's demand is surging as industries seek lightweight, durable materials for turbines and high-strength alloys. However, **many companies use outdated extraction methods**, leaving potential profits untapped.

How Earthstone Turns Your Investment Into Returns as High as 17-22%

At Earthstone Mining, we leverage market trends and cost-efficient operations to maximize returns for our investors:

- **Harnessing Mega Trends for Maximum Returns:** By tapping into high-growth industries like renewable energy and advanced technologies, we strategically align our resources for long-term profitability.
- **Below Market Pricing for Flexibility and Profitability:** Our minerals are sold at highly competitive prices, offering both flexibility and enhanced profitability for our investors.
- **Direct Investor Relationships:** Working directly with us eliminates unnecessary costs, ensuring you receive the highest possible returns on your investment.

Did You Know?

- **Gold:** Demand for gold in electronics rose **7.2%** in 2024, driven by AI chips and high-end memory.
- **Tantalum:** Essential for EVs and medical devices, with global EV market growth pushing demand up by over **7% annually**.
- **Columbite:** Critical for aerospace and wind energy, with demand surging **30.4%** in industries seeking lightweight, durable materials.

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